



FOR IMMEDIATE RELEASE

CONTACT:

Joe Lojacono

Valmark Associates, LLC

716.893.1494

joe@valmarkassociates.com

VALMARK ASSOCIATES LAUNCHES CAMPAIGN

Williamsville, NY. March 16, 2010 – Joe Lojacono, President of **Valmark Associates, LLC**, a full-service marketing resource firm, announced that the firm has launched a new advertising campaign on behalf of **Fichte, Endl & Elmer Eyecare**. Valmark, which is agency of record for the firm, developed the campaign entitled “What are you waiting for?” and provided creative services, broadcast production, and media placement services. The campaign features patient testimonials and communicates the benefits of LASIK and intraocular lens procedures to provide patients with both near and distance vision correction.

Valmark Associates LLC is an advertising and marketing resource agency that uses its professional partner network to deliver results-driven communications to clients across the US. The firm is headquartered at 300 International Drive in Williamsville, NY.

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Fichte, Endl & Elmer Eyecare is a leading ophthalmology practice that provides comprehensive care within a comfortable, professional atmosphere at offices located in Amherst and Niagara Falls, NY.

Their highly trained doctors and staff utilize state-of-the-art facilities to provide the best technology available for all eye care needs, including cataract and all-laser LASIK surgery, using technology utilized by NASA and the US Military. Their optical department also provides the latest designer eyewear and contact lenses.

Contact Joe Lojacono at Valmark Associates LLC at 716.893.1494.